

## **Home Audio and Cinema in China**

Market Direction | 2024-07-17 | 19 pages | Euromonitor

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### **Report description:**

Home audio and cinema in China is set to experience another year of decline in retail volume and current value terms in 2024, with falling sales across categories. This partly reflects broader economic trends. The global economic slowdown has led to reduced consumer confidence, therefore directly affecting discretionary spending on home audio and cinema products. Some consumers are opting for more affordable alternatives, or even delaying the purchase of high-end audio equipment, leading to decl...

Euromonitor International's Home Audio and Cinema in China report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Audio Separates, Digital Media Player Docks, Hi-Fi Systems, Home Cinema and Speaker Systems, Other Home Audio and Cinema, Speakers.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Home Audio and Cinema market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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